

Exhibitor Program Prospectus

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Accenture's SAP® Technology Development Capability

- Address end-to-end implementation of standard and custom built solution on NetWeaver Stack
- Proves track record in delivering SI and upgrade work for ABAP, PL, EP, BPM, MOM/MFG, MI and Mobility by leveraging best practices and tools
- Proven agile accelerators helps in quicker implementation and enhance the Accenture "Value-led, Asset powered" approach for SAP® upgrade
- Over 8 accelerators for assessment, conversion, cleansing and harmonization

Accenture is the proud recipient of the FIRST Pinnacle award in 'Cloud Co-Innovation Partner of the Year' category in 2013

Talk to our experts today to learn how you can ensure a successful and fulfilling SAP® Cloud journey for your organization.

SAP® TechEd Topics of Interest

SAP TechEd attendees will attend in the following tracks. If any of these topics match your company's products and services, don't miss this opportunity to exhibit and influence attendees.

- Technology, Strategy, and Innovations
- Development and Extension Platform for SAP HANA® and Cloud
- User Experience and User Interface Development
- Mobile Solution Development
- Data Management and Modeling
- Enterprise Analytics, Business Intelligence, and Planning
- Cloud Integration, Orchestration, and Intelligent Processes
- IT and Cloud Management
- Secure Development and Configuration

SAP TechEd: A Return on Investment Like No Other

SAP TechEd attracts a technically savvy audience that will immediately understand and appreciate the value of your offerings. What's more, while your technical experts are enhancing their bonds with your existing customers and developing relationships with prospects, they'll also be tuning their skills and leveraging tools that will help them be flexible and agile in an ever-changing, competitive marketplace.

Exhibiting at SAP TechEd creates instant value and sustained results for your company!



Influence the Influencers

For nearly two decades, SAP has delivered world-class technology training and education to customers, partners, consultants, and employees through the SAP® TechEd conference series. The only technical conference created expressly for the SAP ecosystem of developers, engineers, and technologists. SAP TechEd combines new experiences for developers and technology professionals.

For 2015, there is more new at SAP TechEd than just the name. We're bringing new ways to learn about SAP technologies, tools, and platforms, and new ways to connect and interact with SAP developers and product experts – making it easier for attendees to find the information and the people to do their job better.

A comprehensive educational program is offered to our attendees and includes:

- Hands-on Workshops and Demo-enhanced Lectures: Engage in technical problem-solving discussions with your customers as you learn about road maps, best practices, tips and tricks, and code samples from SAP technical gurus.
- Customer-driven Lectures and Influence Activities: Hear from SAP customers about their real-life experiences and insights with SAP technologies, developed through our partnership with SAP Users' Group .
- SAP Executive Keynotes: Get a look at the future of SAP technology.
- Expert Networking Sessions: Meet and interact with the amazing technical experts – both from SAP and our ecosystem – for unstructured, face-to-face conversations on a variety of topics.

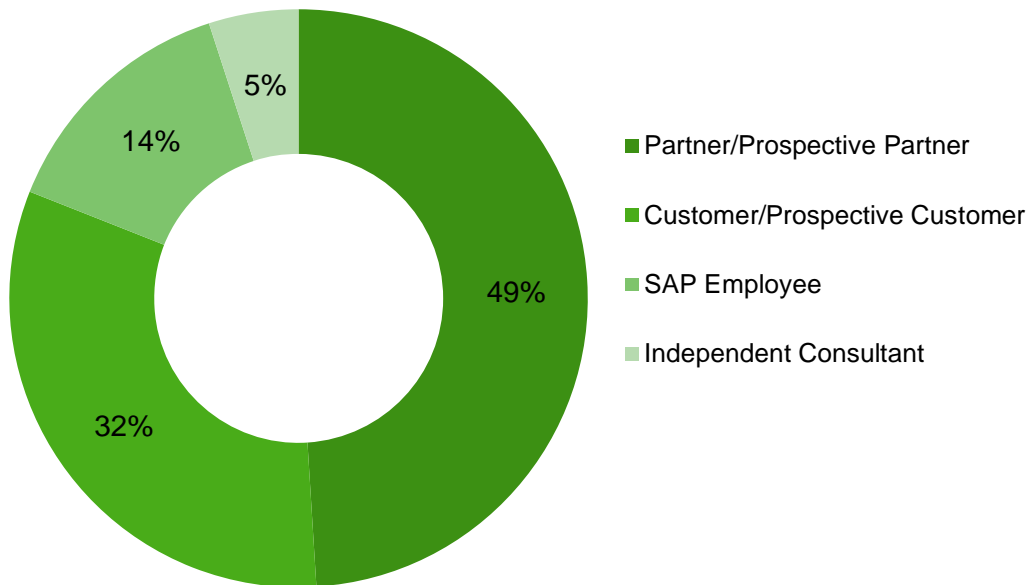
- Code Review Sessions: Find out how to make bad code good, and good code even better through real world examples.
- Expanded! SAP CodeJam (mini editions): Back – and bigger! – by popular demand, mini editions of SAP CodeJam will provide the opportunity to meet one-on-one with SAP development experts, connect with other developers, share knowledge, and write code.
- Community Sessions: Hear from leading experts in the SAP community about best practices and their successful implementations of SAP technology.

SAP TechEd will energize and empower thousands of IT professionals to make better decisions, overcome challenges, and maximize their companies' IT investment. Become part of the action by joining us this year.

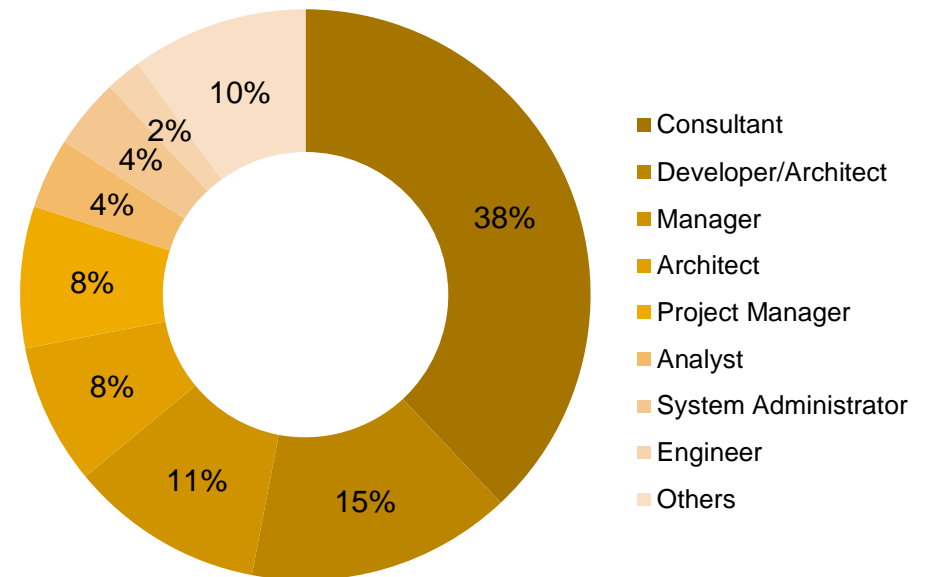
Conference Demographics

Expected attendance is 6500. SAP TechEd 2013 Bangalore attracted a similar audience and the segmentation is depicted below

Relationship to SAP



By Job Function



Schedule at a Glance

Day 1 - Wednesday, March 11

- SAP Executive Keynote
- SAP Partner Keynote
- Educational Breakout Sessions
- Exhibit Hall
- Show Floor
- Demo Jam
- Networking Dinner

Day 2 - Thursday, March 12

- Educational Breakout Sessions
- Exhibit Hall
- Show Floor

Day 3 - Friday, March 13

- Educational Breakout Sessions
- Exhibit Hall
- Show Floor

Preliminary Exhibit Hall Schedule

- Wednesday, March 11: 9:00 a.m. – 6:00 p.m.
- Thursday, March 12: 9:00 a.m. – 6:00 p.m.
- Friday, March 13: 9:00 a.m. – 6:00 p.m.

Home	Topics of Interest	Influence the Influencers	Demographics	Schedule at a Glance
Exhibit Packages	Marketing Sponsorships	Eligibility Criteria	Terms & Conditions	

Exhibit Package Components	Platinum	Gold	Silver	Pod
Fee	INR 50,00,000	INR 20,00,000	INR 10,00,000	INR 5,00,000
Space	9m x 5m (raw space)	4m x 4m (raw space)	3m x 2m (octanorm)	Pod
Speaking Opportunity – Keynote	1			
Speaking Opportunity – Lecture Session	4	2		
Speaking Opportunity – Mini Theatre	1		1	
Co-branded Communications	Yes			
SAP TechEd LIVE Studio Interview	Yes			
Full Conference Passes	20	10	6	
Lecture Only Passes	20	10	6	
Exhibitor Passes	15	5	3	3
Company Description – Word Count	150	100	50	50
Logo Coverage	--Conference Web site and selected on-site event signage--			
Social Media Coverage	25 Posts	10 Posts	5 Posts	2 Posts
Radio Advertisements and Mentions	Yes			
Internet Connections	2	2	1	1

Are you interested in exhibiting? Please contact rajan.rishi@sap.com

Platinum Level Exhibit Package (Three Opportunities)

Exhibition Space

- 9m x 5m (raw space)
- Power (raw power)
- Two Internet connections
- Lead retrieval scanner

Passes

- Twenty Full Conference passes (excluding SAP Consultant Certification Exam)
- Twenty Lecture only passes (includes four passes for speakers)
- Fifteen Exhibitor passes for partner representatives manning the booth

Speaking Opportunities

(Session title, abstract, final presentation, and the AV presentation is to be approved by SAP.)

- One general session keynote presentation slot of fifteen minutes, including an AV of not more than three minutes
- Four one-hour lecture sessions
- One thirty-minute lecture session at Mini Theatre
- Fifteen minute SAP TechEd LIVE Studio interview

Recognition in Conference Collaterals

- Conference home page to include company name, URL, logo and abbreviated description
- On-site guide distributed to all attendees to include company name, URL, logo and 150- word description.
- Company logo on selected on-site event signage

Added Benefits

- Company name, URL, logo and 150-word description on conference Web site
- Radio advertisements and mentions
- 25 posts on selected SAP social channels. Social media coverage on Facebook, twitter, LinkedIn, Instagram etc. Video interview for YouTube.

Fee: INR 50,00,000/- Rupees Fifty Lakh Only
(Fee excluding any taxes/duties)

Gold Level Exhibit Package

Exhibition Space

- 4m x 4m raw space
- Power (raw power)
- Two Internet connections
- Lead retrieval scanner

Registration Benefits

- Ten Full Conference passes (excluding SAP Consultant Certification Exam)
- Ten Lectures-only passes (includes two for speakers)
- Five Exhibitor passes for partner representatives manning the booth

Speaking Opportunities

(Session title, abstract, final presentation, and the AV presentation is to be approved by SAP.)

- Two one-hour Lecture Sessions

Recognition in Conference Collaterals

- On-site guide distributed to all attendees to include company name, URL, logo and 100-word description.
- Company logo on selected on-site event signage

Added Benefits

- Company name, URL, logo and 100-word description on conference Web site
- 10 posts on selected SAP social channels. Social media coverage on Facebook, twitter, LinkedIn, Instagram etc. Video interview for YouTube.

Fee: INR 20,00,000/- Rupees Twenty Lakh Only

(Fee excluding any taxes/duties)

Silver Level Exhibitor

Exhibition Space

- 3m x 2m raw shell space
- Built-up octanorm stall
- Power (raw power)
- One Internet connections
- Lead retrieval scanner

Registration Benefits

- Six Full Conference passes (excluding SAP Consultant Certification Exam)
- Six Lectures-only passes (includes two for speakers)
- Three Exhibitor passes for partner representatives manning the booth

Speaking Opportunities

(Session title, abstract, final presentation, and the AV presentation is to be approved by SAP)

- One thirty-minute Lecture Session at Mini Theatre

Recognition in Conference Collaterals

- On-site guide distributed to all attendees to include company name, URL, logo and 50-word description.
- Company logo on selected on-site event signage

Added Benefit

- Company name, URL, logo and 50-word description on conference Web site
- 5 posts on selected SAP social channels. Social media coverage on Facebook, twitter, LinkedIn, Instagram etc. Video interview for YouTube.

Fee: INR 10,00,000/- Rupees Ten Lakh Only

(Fee excluding any taxes/duties)

Pod Level Exhibitor

Exhibition Space

- One Pod structure/space
- One Custom full-color graphic panel*
- Panel lighting
- One counter-high padded chair
- One Flat screen display monitor
- One 5/15 amp power socket
- One Internet connection
- Lead retrieval scanner

*Exhibitor to provide artwork, SAP to produce

Registration Benefits

- Three Exhibitor passes for partner representatives manning the booth

Recognition in Conference Collaterals

- On-site guide distributed to all attendees to include company name, URL, logo and 50-word description.
- Company logo on selected on-site event signage

Added Benefit

- Company name, URL, logo and 50-word description, on conference Web site
- 5 posts on selected SAP social channels. Social media coverage on Facebook, twitter, LinkedIn, Instagram etc. Video interview for YouTube.

Fee: INR 5,00,000/- Rupees Five Lakh Only
(Fee excluding any taxes/duties)

Marketing Sponsorships

Speaking Opportunity – Lecture Session

Session title, abstract, final presentation, and the AV presentation is to be approved by SAP

SAP TechEd 2015 Bangalore offers you an exceptional opportunity to reach thousands of SAP technical and business process professionals from around the world. Do not miss this opportunity to showcase your solution, your best success story, your integration with SAP in a one-hour lecture session. Speaker receives a complimentary Lecture-only registration.

Sign-up deadline: January 30, 2015

INR 5,00,000/- Rupees Five Lakh Only (Fee excluding any taxes/duties)



Are you interested in exhibiting? Please contact rajan.rishi@sap.com

Demo Jam Sponsor (Exclusive)

Demo Jam is an opportunity for SAP customers, partners, and employees to demonstrate their new, electrifying technologies, and applications. Thousands of cheering techies watch the most impressive live demos and vote for the best demo of the night. Demo Jam is also a general session, with no parallel activities during the show. Sponsorship includes

- Opportunity to distribute promotional items such as flyers, brochures, and giveaways; the content would need to be approved by SAP before the distribution.
- Recognition as a Demo Jam sponsor
 - On-site guide distributed to all attendees to include company name, logo and URL in the Demo Jam
 - Company logo on selected on-site event signage
 - Company logo displayed on the Demo Jam podium and on the video screen before the beginning of the session between every demo

Sign-up deadline: January 30, 2015

INR 5,00,000/- Rupees Five Lakh Only (Fee excluding any taxes/duties)

Marketing Sponsorships

SAP TechEd Party (Exclusive)

Following soon after the electrifying Demo Jam will be a leisure evening with cocktails, great food, and entertainment. Here's your chance to sponsor this big party planned for Wednesday, March 11. It's a premier opportunity to build awareness around your company and get your message out to 6,500+ SAP customers, prospects, partners, and employees. The event party sponsorship package will include branding as listed below:

- Recognition as the exclusive party sponsor in the conference On-site Guide and Web site
- Opportunity to showcase your portfolio using visual branding options such as standees(produced by sponsor)
- Opportunity to distribute promotional items to attendees (produced by sponsor)
- Ability to have a designated area at the party venue for exclusive promotion
- Welcome message with the sponsor name displayed on the screens
- Opportunity to play 3 minutes of AV at the beginning of the entertainment event(produced by exhibitor)

Sign-up deadline: January 30, 2015

SAP must pre-approve AV content and all other items for presentation

INR 5,00,000/- Rupees Five Lakh Only (Fee excluding any taxes/duties)

On-Site Guide Ads

The On-Site Guide will include information about keynotes, Community Clubhouse, evening events, floor plans, conference logistics, and space for notes. The guide will also serve as a comprehensive source of information about exhibitors. It is the foremost on-site and post-show reference for SAP TechEd 2015 Bangalore.

Don't miss your chance to put your company message in front of attendees on a daily basis! Increase your company's visibility by prominently placing your company's ad in the On-Site Guide. SAP must pre-approve all content and all other items for presentation.

Sign-up deadline: January 30, 2015

Back Cover Ad - **Exclusive** - INR 2,50,000
Rupees Two Lakh Fifty Thousand Only

Inside Front Cover Ad - **Exclusive** - INR 2,00,000
Rupees Two Lakh Only

Inside Back Cover Ad - **Exclusive** - INR 1,50,000
Rupees One Lakh Fifty Thousand Only

Inside Full Page Ad - **Non-Exclusive** - INR 1,00,000
Rupees One Lakh Only

Bookmark - **Exclusive** - INR 75,000
Rupees Seventy Five Thousand Only

(Fee excluding any taxes/duties)

Marketing Sponsorships

General Session Chair Drop (Exclusive)

Get noticed at SAP TechEd 2015 Bangalore! Put your message in the hands of thousands of attendees at the opening keynote on Wednesday, March 11. Envision your item – a brochure, flyer, or giveaway – on every chair in the keynote theatre. Sponsor bears all material/production costs. SAP will facilitate placement of the promotional item. SAP must pre-approve item for content and presentation.

Sign-up deadline: January 30, 2015
INR 2,50,000/- Rupees Two Lakh Fifty Thousand Only (Fee excluding any taxes/duties)

Luggage Tag (Exclusive)

An exclusive opportunity to position your company logo and/or SAP pre-approved message on thousands of luggage tags, distributed to all attendees during registration check-in. Get creative with your campaign to drive attendees to your booth via this sponsorship. Sponsor to provide the luggage tag and luggage tag insert. SAP must pre-approve all content and other items for presentation.

Sign-up deadline: January 30, 2015
INR 1,50,000/- Rupees One Lakh Fifty Thousand Only (Fee excluding any taxes/duties)

Mouse Pad (Exclusive)

What better way to put your company name and logo at the fingertips of SAP TechEd 2015 Bangalore attendees, literally? The sponsor will provide mouse pads that will accompany every laptop used at SAP TechEd 2015 Bangalore. Position your company's name and Web site address next to every laptop! The mouse pad does not require the SAP or SAP TechEd logo, so you can supply it from your current company inventory. SAP must pre-approve the mouse pad design.

Sign-up deadline: January 30, 2015
INR 2,50,000/- Rupees Two Lakh Fifty Thousand Only (Fee excluding any taxes/duties)

Conference Pen (Exclusive)

All registered attendees will receive a conference pen at the time of registration. Sponsors would be given co-branding opportunity in the form of printed company logo.

Sign-up deadline: January 30, 2015
INR 3,00,000/- Rupees Three Lakh Only (Fee excluding any taxes/duties)

QR-code Kiosk (Exclusive)

Attendees will be able to download specific track and partner content through QR-code tracker kiosks placed at strategic locations. Sponsors logo will be printed on the kiosk.

Sign-up deadline: January 30, 2015
INR 2,50,000/- Rupees Two Lakh Fifty thousand only (Fee excluding any taxes/duties)

Eligibility Criteria

Eligibility to be an exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Exhibitors must have no outstanding credit issues or past due amounts with SAP. SAP reserves the right to reject or cancel any application/ agreement to exhibit.

Assignment of Space/Payment Terms

The assignment of Exhibitor space is done on a first-come, first-served, basis, based on availability, for all Exhibitors who meet the deadlines outlined. To be eligible for this selection order, SAP must receive a signed and completed agreement. The deadline for receipt of the Agreement and payment is **January 30, 2015**. Exhibitors whose signed Agreement and payment is received after **January 30, 2015** and accepted by SAP, will be assigned booth space based on availability. SAP retains the exclusive right to revise the Exhibit Hall floor plan and/or move Exhibitors as necessary. All fees must be paid in full prior to set-up.

Cancellation/Reduction of Exhibit Space

All Exhibitors are required to complete and deliver a signed Agreement indicating the selected Exhibit Package desired. All notices required or as may be given pursuant to this Agreement shall be in writing and shall be deemed duly given when delivered to the respective offices of SAP or Exhibitor including marketing sponsorship participants at the addresses stated on the Agreement. Any change made after the Agreement has been delivered will result in an administrative fee. For a reduction, fifty percent (50%) of the difference between the original fee and the reduced fee will be assessed. Once SAP receives the completed Application, the agreement cannot be cancelled and no refunds will be made. Under such condition, applicant agrees that SAP is entitled to retain all payments made not as a penalty but as liquidated damage.

Terms & Conditions

- This participation relates to the non-exclusive Partnership of the conference entitled “SAP TechEd 2015 Bangalore” which is organized by SAP India Systems, Applications and Products in Data Processing Pvt Ltd (“SAP India”) scheduled to take place in March 2015.
- All fees mentioned are exclusive of taxes and other duties applicable as per Government regulation. Wherever applicable, Taxes/duties at rates applicable as on date of billing will apply.
- Acceptance of your signed Agreement (generated during the application process) is contingent on SAP’s review and approval. SAP India may reject any Agreement at any time in its sole discretion.
- Full payment for Marketing Sponsorships must be received by due dates as mentioned in the enclosed sponsorship opportunity document. Selected deliverables will not be executed until full payment is received.
- SAP reserves the right to make such changes to the time, schedule, location, presenters or in the general plan of the aforesaid event without penalty, as may be deemed necessary by SAP India management, to be in the best interest of the event.
- SAP India reserves the right to co-ordinate the request for space on the part of the Exhibitors in such a way that each will be guaranteed an adequate presence within the limits of the overall space available. It is understood that all costs relating to transport, utility connections, setting up the exhibition space and any other services are to be borne directly by the Exhibitor.
- The passes for the personnel manning the Exhibition booth do not give right of access to the Conference Hall. Further passes will be charged at fee.
- At the conference, the Partner/Exhibitor warrants that it shall not solicit as prospective employer to hire, employ or engage any participants and/or employees of SAP either as principal, agent, employee, independent contractor or any other form of employment or engagement.
- SAP India reserves the right to monitor collateral distributed by the Partner at SAP TechEd 2015 Bangalore and remove any materials that do not respect the image of the Event, its Organizers, or any of the other Partners.
- Each Partner will be authorized to publicize its partnership of the SAP TechEd 2015 Bangalore in any way that it sees fit, providing this fully and clearly respects the brand guidelines, image of the Event, its Organizers and its Patrons, as well as the image of the other Partners and Exhibitors.
- Once SAP India receives the completed Application, the sponsorship cannot be cancelled and no refunds will be made.
- Under such condition applicant agrees that SAP India is entitled to retain all payments made not as a penalty but as liquidated damage. SAP India also reserves the right to refuse or cancel any applicant’s participation when the company is not in good standing or not adhering to SAP’s Partner policies.
- Each Partner is responsible for coordinating with their team to facilitate and meet the deadlines for the necessary Marketing Sponsorship deliverables like Logos, Data Drive Insert, Display Banners (proofs, final art, samples etc.) apart from Speaker Presentations. Published DEADLINES are FINAL. No extensions will be allowed. If a Partner’s proof or final artwork is not received in the required format prior to the published deadline, the opportunity is automatically cancelled without a refund.
- It is understood that, in all circumstances, SAP India retains complete responsibility for the program, contents and management of the Event.
- SAP India accepts no responsibility for any loss or damage to properties or personal injuries that occurs during, or in preparation for, the event/partnership/exhibition. In making arrangements with third parties for carriage by air, hotel, accommodation, transportation, or other services, for purposes related to the event/partnership/ exhibition on behalf of the partner/exhibitor, SAP India is protected from inability/claims/damages of any kind arising out of such arrangements.

- If a dispute arises between SAP India and the Partner, then prior to either party pursuing other remedies (including litigation), SAP India and the Partner agree they will meet at a mutually acceptable time and place, no later than twenty (20) days from either receives written notice of a dispute. Individuals with decision-making authority to settle the dispute should attend the meeting. At the meeting, SAP India and the Partner shall attempt in good faith to negotiate a resolution of the dispute. If the parties are not successful in resolving the dispute, they may, but need not, agree to the appointment of a mutually neutral person to facilitate a resolution.
- SAP India will not be liable for, and is excused from, any failure to render services due to any cause beyond its reasonable control, such as a catastrophe of nature, governmental action, computer viruses and failures, acts of state, acts of God, labor difficulties, or non-performance of a supplier.
- The Partner/Exhibitor shall not use SAP India trademarks and trade names hereunder, without the prior written specific approval of SAP India.
- Partner/Exhibitor indemnifies SAP India and its director, employees, shareholder and agents against any and all losses, damages and cost and expense suffered by SAP India as a result of a breach of any terms of the Agreement, due to any act or omission on the part of the Partner/Exhibitor or their agent/representative.
- ANYTHING TO THE CONTRARY HEREIN NOTWITHSTANDING, UNDER NO CIRCUMSTANCES SHALL SAP INDIA BE LIABLE TO ANY SPONSOR OR ANY OTHER PERSON OR ENTITY FOR AN AMOUNT OF DAMAGES IN EXCESS OF THE PARTNERSHIP FEES PAID TO SAP INDIA HEREUNDER OR BE LIABLE IN ANY AMOUNT FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR INDIRECT DAMAGES, LOSS OF GOOD WILL OR BUSINESS PROFITS, WORK STOPPAGE, DATA LOSS, COMPUTER FAILURE OR MALFUNCTION, OR EXEMPLARY OR PUNITIVE DAMAGES.
- This Agreement and terms thereon shall be governed by and construed in accordance with Indian law without reference to its conflicts of law principles and courts of Bangalore shall have exclusive jurisdiction.
- The Partner agrees that the final draft artwork of the Partner should be approved by the Partner before the specified timelines else the final draft artwork would be considered for printing. SAP India would not be liable in any form or manner to the Partner for any losses/damages incurred by the Partner due to Partner’s fault or negligence on such approvals
- The Partner agrees that should the conference be postponed to a later date, no refund shall be made. Further, in the event of cancellation, except due to acts of God, then the refund shall be to the extent of the conference fees paid by the Partner until the date of cancellation. In the event of cancellation due to Act of God or force majeure, then the Partner is not eligible for a refund. Except for the refund eligible as stated in the foregoing sentences of this clause, the Partner does not have right in any form or manner to demand/raise claim for any costs, losses, damages whether monetary or otherwise.
- The Partner agrees to take out appropriate insurances and any other steps that are required to ensure adequate insurance and safety of their people and equipment. The Partner understands and agrees that SAP India is not liable for any consequences/implication/compensation (in any form or manner) for any loss incurred by Partner.
- Competitive Information
- SAP reserves the right to remove any quotes from direct or indirect competing organizations and overt advertising from speakers’ presentations.
- SAP reserves the right to prohibit, limit or discontinue any giveaways, promotions or competitions. All Exhibitor Demonstration staff working at SAP TechEd 2015 Bangalore will not, at any time, demonstrate or promote any product that is directly or indirectly deemed to be competitive to SAP. SAP India’s judgment in this regard would be final and binding.
- SAP India reserves the right to close down any booth should any services, giveaways or collateral be deemed directly or indirectly competitive to SAP.
- The Partner/Exhibitor agrees to execute a Non-compete Exhibitor Agreement as per the standard format prescribed by SAP India (which is annexed as ‘Appendix A’ to the Agreement and forms an integral part of the Agreement).

Terms & Conditions

Validity of Present Offer

The present offer remains valid for Partners who confirmed and signed the agreement before January 30, 2015 and payment received within 7 days of debit note date. For reasons associated with the production of advertisement and marketing material for the Event, not all the items in the Sponsorship package can be guaranteed after this date or sign-up deadline mentioned.

Participation Confirmation

Please confirm your participation at SAP TechEd 2015 Bangalore through an email to Rajan Rishi (rajan.rishi@sap.com). Also send duly signed (Non-Competitive Exhibitor Agreement) to the below contact.

Payment

Please send your cheque / demand draft to below contact:

Rajan Rishi
Marketing & Communications
SAP Labs India Pvt. Ltd.
138, Export Promotion Industrial Park (EPIP)
Whitefield, Bangalore 560 066

Phone: +91-80-4139-5860
Mobile: +91 96633218897
Email: rajan.rishi@sap.com

Appendix A

TO THE EXHIBITOR AGREEMENT FOR SAP TechEd 2015 BANGALORE NON-COMPETITIVE EXHIBITOR AGREEMENT

This Appendix is hereby annexed to and made a part of the Exhibitor Agreement between SAP India and the Partner/Exhibitor in relation to SAP TechEd 2015 Bangalore.

The Partner/Exhibitor agrees that it is a condition of Partner/Exhibitor being able to exercise its rights under the Partner/Exhibitor Agreement (including the right of Exhibitor to exhibit its products at SAP TechEd 2015 Bangalore) that the Partner/Exhibitor first obtain the prior written approval of SAP India to the products it intends to exhibit.

Only those products that have received the prior written approval of SAP India may be exhibited at SAP TechEd 2015 Bangalore. For SAP India to approve any products, these must be submitted to SAP India for consideration no later than February 13, 2015.

All Partner/Exhibitor Demonstration staff manning the exhibition stands at SAP TechEd 2015 Bangalore will not at any time demonstrate or promote any product that has not been approved by SAP India in writing. SAP India has absolute right to close down the stand should any services, giveaways or collateral be shown that do not form part of the agreed product range, without limiting any other rights and remedies available to SAP India. It is understood that SAP India reserves the right to monitor any demos and collateral distributed at the event, and remove any materials that do not respect the image of SAP India.

Partner/Exhibitor indemnifies SAP India and its directors, employees, shareholders and agents against any and all losses, damages, costs and expenses suffered by SAP India as a result of a breach of the above condition due to any act or omission of the Partner/Exhibitor. In the event of any inconsistency between this Appendix and the body of the Partner/Exhibitor Agreement, this Appendix shall prevail to the extent of the inconsistency.

Accepted By: _____

Company: _____

Name: _____

Title: _____

Signature: _____

Date: _____